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1957

VIRDANS FARMS

BOX 123 LIBRARY PHELPS, N. Y.
RECEIVED

VIRDANS *Blooming* AFRICAN VIOLETS

Here is a list of the newest, most beautiful African Violets we have ever offered. Sturdy plants with strong root-growth which means many more blossoms. All these beautiful plants are Three inch pot-size and in full bloom; ready to ship to you by mail.

GUARANTEE We guarantee all plants true to name. You must receive them in good condition or we will replace them. Your money refunded if you are not satisfied.

NEW and MORE BEAUTIFUL VARIETIES

in 3 inch pots . . . ALL IN BLOOM

BLUSHING, a blush-pink **DOUBLE** blossom with dark green plain foliage. The most beautiful of all pinks.

CRUSADER, double red blossom with dark green plain foliage.

LAVENDER and LACE, extra large bi-color, orchid flower with dark green foliage.

WHITE PRIDE, sensation at the St. Louis show. Very large double pure white flower with plain medium green foliage.

BERNICE, light blue extra large double flower with soft medium green foliage.

RED WING, large Rose-Red flower, plain green foliage. Entirely new.

QUEEN'S CUSHION, large dark orchid, double flowers. Dark green, glossy leaves.

GIANT PURPLE MONARCH, largest flowers ever; some 2½ inches. Deep purple blossoms with "supreme" foliage.

BRIDE'S BOUQUET, Deepest purple double. Foliage deep green.

Any of the above new varieties sent to you by mail for \$3.50 each or Two for \$6.00. Guaranteed to arrive in good condition and in full bloom or your money back.

HERE IS A GUARANTEED WAY TO MAKE PLANTS BLOOM

African Violets will go out of bloom if kept in a room where the air is too dry. They thrive and bloom where the humidity is high. You can give your plants the humidity they need and bring them quickly into bloom by using Virdans Humidity Bowls. One set for each plant. These bowls are made of colorful plastic and come in matching sets of Red or Yellow. If you follow directions which come with the set, we will absolutely guarantee your African Violet will come into bloom in a very short time. Your money back if it fails to make your plant blossom.

1 SET OF BOWLS \$1.25
6 SETS for Only \$6.00

THESE ARE *The Favorites* ANYTIME

All 3 inch pot-size and in full bloom

- | | |
|--|---|
| <p>BLUE</p> <ul style="list-style-type: none"> Sailor Girl Blue Heiress Double Neptune Blue Moon <p>PURPLE</p> <ul style="list-style-type: none"> Springfield Double Beauty Purple Knight <p>RED</p> <ul style="list-style-type: none"> Red King Red Geneva Red Princess | <p>WHITE</p> <ul style="list-style-type: none"> Double White Madonna <p>PINK</p> <ul style="list-style-type: none"> Pink Cheer Pink Wonder Pink Shocking Gypsy Pink <p>BI-COLOR</p> <ul style="list-style-type: none"> Apple Blossom Double Velvet Girl Geneva Beauty Marvel Beauty |
|--|---|

Any of the above varieties \$3.00 each or Two for \$5.00 post-paid Same guarantee.

A Word About **SOILENE**

We use SOILENE in our MAGIC SOIL to make certain that Spring-tail and Thrip will never attack the roots of any plant growing in it. Thousands of amateur and professional growers use SOILENE extensively to protect their valuable plants from the ravages of these pests that sooner or later appear in any richly organic soil. Keep a package of this marvelous chemical powder handy at all times. Easy to use. Clean and odorless. Directions in the package.

¼ lb. Pkg. \$1.25 Postpaid

Special Offer for **BEGINNERS**

3 AFRICAN VIOLETS

OF THREE DIFFERENT COLORS

- 1 Pkg. VIRDANS PLANT TONIC**
- 1 Pkg. VIRDANS MAGIC SOIL**
- 1 VIRDANS FIRST AID KIT**

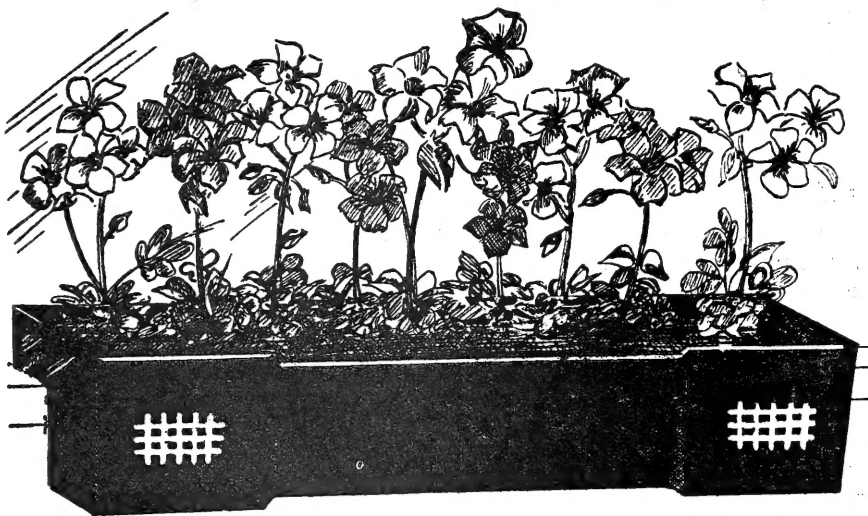
Here's a very special offer to people who want to start a collection of African Violets. These plants come to you in full bloom, and with Virdans SOIL, PLANT TONIC and FIRST AID to help you, you can keep them cheerfully blooming all the year 'round. Select one of these colors for your **FREE** Wik-Fed pot: Lavender, Green, Red, Yellow, White, Blue or Bronze.

A regular \$9..50 value
\$7.95

FREE WITH THIS OFFER
ONE WIK-FED POT

of colorful Plastic with Black Base

VIRDANS *African Violets* ARE THE BEST YOU CAN BUY!



*Attractive
Colorful Plastic*
Table or Windowsill
PLANTER

IN RED - GREEN or BLACK
WITH WHITE TRIM

\$1.75 each

EXTRA SPECIAL
3 Blooming African Violets

PINK — WHITE — BLUE

Plus

One Package MAGIC SOIL
One Package PLANT TONIC

Plus

TABLE or WINDOW SILL
COLORFUL PLASTIC PLANTER

either red, green or black

AN \$8.00 VALUE

All for \$5.75 postpaid

Self-
WATERING

WIK-FED

Flower Pots

7 LOVELY COLORS

Lavender
Green
Red
Yellow
White
Pink

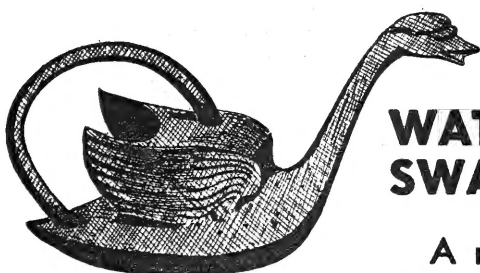
WITH
BLACK
BASE

Bronze with Bronze Base



Attractive flower pots of colorful Styron Plastic. High lustre black base contains a sub-irrigation wick. Water in the reservoir base keeps roots moistened. Plants may be left for days without care. The smooth, graceful lines of these colorful pots will add to the beauty of your plants.

\$1.15 EACH POSTPAID
All 7 colors for only \$6.50



**The
WATERING
SWAN . . .**

A new Plastic Watering Can that holds enough water to please a dozen plants. **Can also be used as a planter for your house plants . . . comes in Coral, Chartreuse and Red.**

\$1.50 each postpaid

All 3 colors for \$4.00

VIRDANS MAGIC SOIL

Treated with SOILENE

A soil especially prepared of rich organic materials — Sun-cured and treated with SOILENE to protect your plants from Springtail or Thrip. All house plants thrive in this soil, but African Violets love it and respond with more and larger blossoms.

\$1.25 Pkg.

2 Pkg. \$2.25

6 Pkgs. for \$6.00

VIRDANS *Quality* BULBS for YOUR OUTDOOR GARDEN

LARGE FLOWERED GLADIOLUS

Here are the most outstanding varieties of Gladiolus. A riot of rich, vibrant colors with extra large florets on tall sturdy stems. Gladiolus are among the easiest bulbs to grow. And what a gorgeous sight they are first in your garden and then colorful bouquets in your livingroom. Plant at weekly intervals until July and have flowers all Summer long.

ELIZABETH THE QUEEN. Ruffled flowers of Lavender	10 bulbs 85 cents
	50 bulbs 3.75
HAWAII. An over-all reddish brown with a touch of carmine. Outstanding	10 bulbs 1.00
	50 bulbs 4.50
HOPMAN'S GLORY. Brilliant, golden yellow flowers	10 bulbs 85 cents
	50 bulbs 3.75
JO WAGENAAR. Dark carmine-red with white stripes	10 bulbs 1.00
	50 bulbs 4.50
JUNEBELLS. Frosty white florets. Magnificent	10 bulbs 85 cents
	50 bulbs 3.75
LEEUEWENHORST. Salmon-pink with a silvery shine	10 bulbs 90 cents
	50 bulbs 4.00
LILAC TIME. Large lilac flowers with purple spot	10 bulbs 95 cents
	50 bulbs 4.25
NEW EUROPE. Brilliant, flaming red.	10 bulbs 85 cents
	50 bulbs 3.75
PALETTE. New variety. Crimson-red with blue spot	10 bulbs 1.00
	50 bulbs 4.50
PAUL RUBENS. The most beautiful purple.	10 bulbs 90 cents
	50 bulbs 4.00
PICARDY. Immense spikes with apricot-pink blossoms	10 bulbs 85 cents
	50 bulbs 3.75
ROSA VAN LIMA. Light pink with blush-pink throat	10 bulbs 85 cents
	50 bulbs 3.75
SALMON JOY. Bright ver million	10 bulbs 85 cents
	50 bulbs 3.75
SNOW PRINCESS. Snow white, creamy-white center	10 bulbs 85 cents
	50 bulbs 3.75
SPOTLIGHT. Lovely golden yellow, scarlet spot	10 bulbs 95 cents
	50 bulbs 4.25

SPECIAL

3 each of above 15 varieties, 45 bulbs \$ 4.05
5 each of above varieties, 75 bulbs \$ 6.40
10 each of above varieties, 150 bulbs \$12.00
Each variety separately packed and labeled.

DE LUXE MIXTURE

A fine choice of varieties in a wide range of colors of large-flowered Gladiolus. An exceptional value.

25 for \$1.60 100 for \$6.00

MINIATURE GLADIOLUS

For the small garden these decorative miniature gladiolus are the ones to plant. The flowers are showy pastel colors elegantly striped and spotted with deep-cut petals.

CANDY. Radiant crimson marked with violet	10 bulbs 85 cents
	50 bulbs 3.75
DAINTY. Rich purple with yellow blotch	10 bulbs 1.05
	50 bulbs 4.75
FAIRY TALE. Copper-red with yellow stripes	10 bulbs 85 cents
	50 bulbs 3.75
GOLDEN HORN. Outstanding yellow	10 bulbs 1.00
	50 bulbs 4.50
PIGMY. Yellow marked with red	10 bulbs 90 cents
	50 bulbs 4.00
PRETORIA. Stripes of yellow in coral-red	10 bulbs 85 cents
	50 bulbs 3.75

DAHLIAS from HOLLAND

You will be amazed at the number of magnificent flowers a single Dutch Dahlia clump will produce. They bloom continuously from mid-summer to frost.

HOLLAND DECORATIVE VARIETIES

Large, formal flowers densely packed with firmly rounded petals.

BARBAROSSA. The purest red Dahlia! Massive flowers are held erect on sturdy stems that rise above the foliage.

50 cents each or 3 for 1.30

CYCLUS. Beautiful lilac-pink. A favorite of Dahlia growers.

65 cents each or 3 for 1.80

HOUSE OF ORANGE. A giant Dahlia bearing flowers of purest orange, shaded golden-orange inside.

70 cents each or 3 for 1.95

HOLLAND UNUSUAL VARIETIES

Rare and unusual varieties seldom seen in America. Prized for their distinctly different shapes and unique colors. Height about two feet.

LA CIERVA. Collarette. Purple, blood-red with lovely contrasting collar of white.

70 cents each or 3 for 1.95

LA GIOCONDA. Collarette. Flowers have a single row of scarlet petals with a collar of yellow petals in the center.

65 cents each or 3 for 1.80

TOMMY. MIGNON. A beautiful single-flowering variety of recent introduction. Pure orange-red flowers.

75 cents each or 3 for 2.00

Special: One tuber each of above varieties 1.95. Three each for 5.60.

EXTRA!

FABULOUS

Arthur Godfrey

DAHLIA

No other Dahlia like it. The formal flowers are about the largest imaginable, with rare color combination of dazzling orient-red brushed with shades of buff. Truly a masterpiece. Supply is limited so order early.

\$1.50 each 3 for \$4.20

FREE

A SURPRISE Dahlia tuber from Holland with every order of Dahlias of \$10.00 or more.

INEXPENSIVE MIXTURE of GLADIOLUS

Medium-sized bulbs that will produce an abundance of fine blooms. Includes many varieties in all colors and is priced very moderately to give you a brilliant showing of gorgeous colors by generous planting.

100 for \$4.00 250 for \$9.75

DOUBLE BEGONIAS

GIGANTIC FLOWERED

These are the handsomest of all summer-flowering plants and they thrive in the shade. They produce their lovely flowers from July to frost. Unsurpassed for window boxes or for those "too shady" places in your garden.

CRIMSON ROSE	WHITE YELLOW	SALMON SCARLET
3 for 70c	10 for 2.25	25 for 5.40
MIXTURE OF DOUBLE BEGONIAS. Includes a full range of all shades and colors not separately packed.		
3 for 70c	10 for 2.10	25 for \$5.00

Novelty BEGONIAS

new colors -
new types -
new shapes

Three each of 5 different novelty varieties \$3.60

Special: Begonia mixture of all types, double, single, frilled, and all the colors and shades.

10 for 2.00 100 for \$17.50

TUBEROSES

Large white flowers with thick wax-like texture, set close to the spike. Exotic fragrance. Wonderfully attractive in the garden and for cut flowers. Plant in groups of three or more.

10 for 90 cents 25 for \$2.10

HARDY GARDEN LILLIES

Lilies love to have their head in the sun and their roots in the shade. They provide color and delightful fragrance in your garden.

SPRING FLOWERING

ESTATE. Easter Lily. Large white trumpet-shaped flowers on 2 foot stems. Highly fragrant.

3 for 1.70 or 10 for 5.00.

REGALE. White trumpet flowers, slightly yellow in throat. Outside flushed lilac-pink. 3 for 1.15 or 10 for 3.25.

ORANGE TRIUMPH. Massive, chalice-shaped flowers of brilliant orange on stems 2 feet high. The first lilies to bloom.

3 for 1.10 or 10 for 3.00

FOR SUMMER AND AUTUMN

AURATUM. Gold-banded Japan Lily. White trumpets, spotted deep red with yellow band. Blooms in August. 3 for 1.90 or 10 for 5.50.

HENRYI. Recurved flowers of rich apricot-yellow. Blooms in August. Grows to four feet. 3 for 1.30 or 10 for 3.75.

SPECIOSUM RUBRUM. Wavy flowers of frost-ed white, suffused rose-pink, spotted crimson. 3 for 1.70 or 10 for 5.00.

SPECIAL One each of the Spring and Autumn Flowering lilies \$3.20.

7 for \$3.20

Gorgeous Pink - Red - Yellow CANNAS

Tropical-like foliage and a profusion of large flowers throughout the summer and fall.

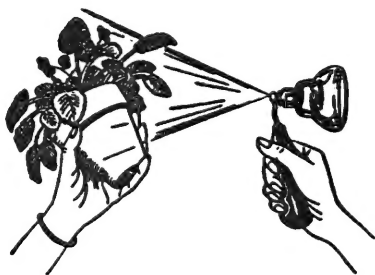
CITY OF PORTLAND. Medium height. Pink flowers and green foliage.

RED KING HUMBERT. Tall plants. Large red flowers. Bronze foliage.

RICHARD WALLACE. Medium height. Huge golden-yellow flowers. Green foliage.

3 for 80c 10 for \$2.40 25 for \$5.75

Special 3 each \$2.15



So easy to use!

VIRDANS FIRST AID KIT

for All House Plants

KILLS ALL INSECT PESTS

Now you can stop worrying about the danger of losing your beautiful and valuable African Violet plants because of such pests as mealy bugs, aphids, leaf hoppers, lice, spiders, etc.

This FIRST AID KIT with complete instructions helps you to stop these pests at once, at first sign of infection. It's thoroughly tested, used by thousands — we know it works. Pays for itself with the first plant you save — and you'll save many more for months to come.

ABSOLUTE GUARANTEE: We will gladly refund your money if this kit does not control any of the pests that attack African Violets.

\$3.00
Refills for Kit
always
Available

AFRICAN VIOLETS

Thrive and Bloom

WHEN
FED

**VIRDANS
PLANT TONIC**

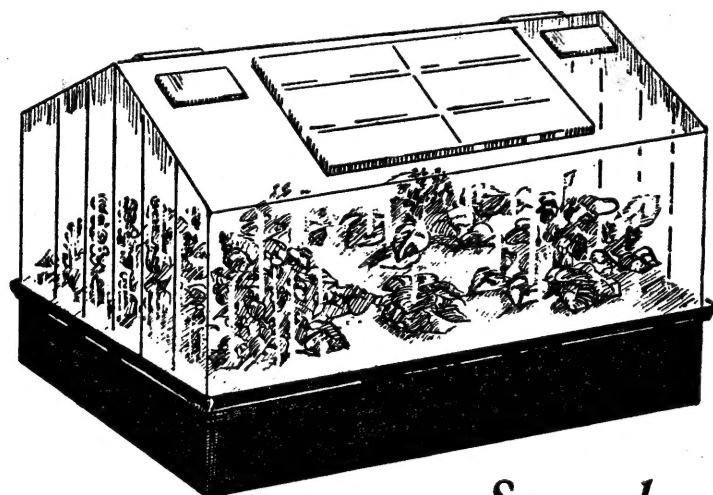
**Specially Prepared For Violets
by VIRDANS FARMS**

This new Plant Tonic is the result of three years of experiments. It's a high-formula (11-22-22), completely soluble mixture with all the chemical and mineral elements blended in just the right amounts to give African Violets the nutrition to make them blossom quickly and profusely.

It's the only Plant Food prepared especially for African Violets by growers of violets — once you see the amazing results you get with this Plant Tonic you'll never be without it.

Package: 1.25, Postpaid

"A Little Goes A Long Way"



... Save days in growing plants from leaves

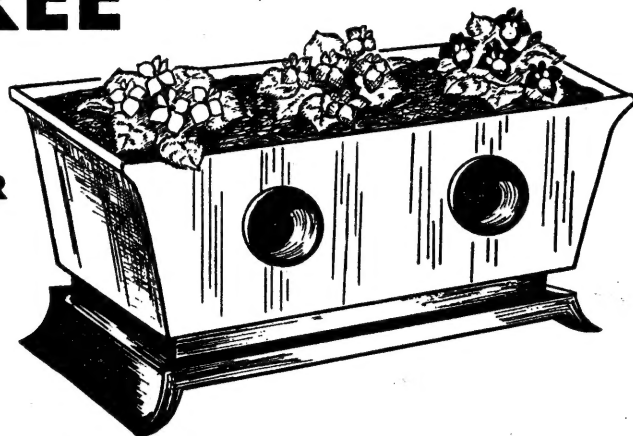
MINIATURE GREENHOUSE

Take our clear plastic windowsill greenhouse (cover hinged, vented top on a heavy molded Styrene base, 5 1/2" x 7 1/2" x 5" high), fill the base with Vermiculite, stick in the leaves — wet with a solution of Virdans' Plant Tonic and water, lower cover into place — and then forget for a week or so. Then give them another feeding of the Plant Tonic solution, and soon you will be surprised to see young plants starting — weeks before you'd normally expect them.

You Get: MINIATURE GREENHOUSE
1 PKG. VERMICULITE
\$3.95 1 PKG. PLANT TONIC
4 AFRICAN VIOLET LEAVES

FREE AFRICAN VIOLET

WITH
THIS
OFFER



GENIE PLANTER Marbelized Plastic
The 2 Plant Pot. Bronze Base and Trim.

1 Pkg. **MAGIC SOIL**
1 Pkg. **VIRDANS PLANT TONIC**

Plus Free AFRICAN VIOLET
All for Only \$3.95

VIRDANS FARMS • Box 123 • Phelps, N. Y.

"WE PAY THE POSTAGE"